

We claim:

1. A jobsite-renewable floor finish comprising a film former and sufficient lightness-inducing pigment to provide a translucent hardened finish layer having an increased lightness value.
5
2. A finish according to claim 1 wherein the pigment has a submicron average particle diameter and will diffusely reflect light.
3. A finish according to claim 1 wherein the pigment is designated opaque or semi-opaque by the National Association of Printing Ink Manufacturers in their *NPIRI Raw Materials*
10 *Data Handbook*.
4. A finish according to claim 1 wherein the pigment is designated a "pigment white" in the Society of Dyers and Colourists *Colour Index*.
5. A finish according to claim 1 wherein the pigment comprises zinc oxide, lithopone, titanium dioxide, zinc sulfide, antimony oxide, zirconium oxide, barium sulfate, coprecipitated
15 $3\text{BaSO}_4/\text{Al}(\text{OH})_3$, bismuth oxychloride or mixture thereof.
6. A finish according to claim 1 wherein the pigment comprises titanium dioxide in its rutile form.
7. A finish according to claim 1 wherein the pigment comprises ultrafine zinc oxide.
8. A finish according to claim 1 wherein the pigment comprises an organic particle
20 dispersion.
9. A finish according to claim 1 wherein the film former is water-soluble or water-dispersible.

10. A finish according to claim 1 wherein the film former comprises a water-soluble or water-dispersible acid-containing polymer crosslinked using a transition metal, alkaline earth metal, alkali metal or mixture thereof.
11. A finish according to claim 10 wherein the transition metal comprises zinc and the polymer is acrylic.
12. A finish according to claim 1 wherein the film former comprises a radiation-curable polyurethane, polyurethane dispersion, multipart polyurethane or latent one part polyurethane composition containing a blocked isocyanate.
13. A finish according to claim 1 that when coated at a 50 m²/liter coating rate atop patterned vinyl composition floor tiles and evaluated using the L*a*b color space has a lightness value L greater than that obtained in the absence of the pigment and less than about 60.
14. A finish according to claim 13 wherein the lightness value L is less than about 55.
15. A finish according to claim 13 wherein the lightness value L is less than about 50.
16. A finish according to claim 1 wherein the ratio calculated by dividing the lightness value L by the Hiding Power is above about 30, with Hiding Power being determined using a Form 24B Gray Scale chart coated with a 0.015 mm thick layer of hardened finish and measuring the first gray scale bar that can be clearly differentiated from a white background by an observer located three meters from the coated gray scale chart.
17. A finish according to claim 16 wherein the ratio is above about 35.
18. A finish according to claim 1 that when coated at a 50 m²/liter coating rate atop patterned vinyl composition floor tiles and evaluated using the L*a*b color space has a ratio calculated by dividing the whiteness index by the 500 nm absorbance coefficient that is above about 40.

19. A finish according to claim 18 wherein the ratio is above about 80.
20. A finish according to claim 1 containing about 1 to about 75 wt. % pigment based on the total floor finish composition weight.
21. A finish according to claim 1 containing about 2 to about 60 wt. % pigment based on
5 the total floor finish composition weight.
22. A floor coating method comprising applying to a flooring substrate a mixture comprising a film former and sufficient lightness-inducing pigment to provide a translucent jobsite-renewable finish having an increased lightness value.
23. A method according to claim 22 wherein the pigment has a submicron average particle
10 diameter and will diffusely reflect light.
24. A method according to claim 22 wherein the pigment is designated a "pigment white" in the Society of Dyers and Colourists *Colour Index*.
25. A method according to claim 22 wherein the pigment comprises zinc oxide, lithopone, titanium dioxide, zinc sulfide, antimony oxide, zirconium oxide, barium sulfate, coprecipitated
15 $3\text{BaSO}_4/\text{Al}(\text{OH})_3$, bismuth oxychloride or mixture thereof.
26. A method according to claim 22 wherein the pigment comprises titanium dioxide in its rutile form.
27. A method according to claim 22 wherein the pigment comprises ultrafine zinc oxide.
28. A method according to claim 22 wherein the pigment comprises an organic particle
20 dispersion.
29. A method according to claim 22 wherein the film former is water-soluble or water-dispersible.

30. A method according to claim 22 wherein the film former comprises a water-soluble or water-dispersible acid-containing polymer crosslinked using a transition metal, alkaline earth metal, alkali metal or mixture thereof.
31. A method according to claim 30 wherein the transition metal comprises zinc and the polymer is acrylic.
32. A method according to claim 22 wherein the film former comprises a radiation-curable polyurethane, polyurethane dispersion, multipart polyurethane or latent one part polyurethane composition containing a blocked isocyanate.
33. A method according to claim 22 wherein the mixture when coated at a 50 m²/liter coating rate atop patterned vinyl composition floor tiles and evaluated using the L*a*b color space has a lightness value L greater than that obtained in the absence of the pigment and less than about 60.
34. A method according to claim 33 wherein the coated mixture when hardened will impart to the floor tiles a cleaner appearance but will permit the pattern to be clearly discerned under normal daytime illumination by an observer standing on the floor tiles.
35. A method according to claim 33 wherein the ratio calculated by dividing the lightness value L by the Hiding Power is above about 30, with Hiding Power being determined using a Form 24B Gray Scale chart coated with a 0.015 mm thick layer of hardened finish and measuring the first gray scale bar that can be clearly differentiated from a white background by an observer located three meters from the coated gray scale chart.
36. A method according to claim 35 wherein the ratio is above about 35.
37. A method according to claim 22 wherein the substrate comprises vinyl sheet flooring, linoleum, rubber sheeting, vinyl composite tiles, rubber tiles, cork or a synthetic sports floor.
38. A method according to claim 22 wherein the substrate comprises concrete, stone, marble, wood, ceramic tile, grout, Terrazzo or a dry shake floor.

39. A method according to claim 22 comprising applying to the substrate a multilayer finish comprising at least one layer of an undercoat and at least one layer of a topcoat having different compositions.
40. A method according to claim 41 wherein at least one layer of the undercoat comprises the pigment.
41. A jobsite-renewable floor finish kit comprising instructions for using the kit to apply the floor finish, wherein the kit contains a film former and sufficient lightness-inducing pigment to provide a translucent jobsite-renewable hardened finish having an increased lightness value.
42. A kit according to claim 41 wherein the pigment has a submicron average particle diameter and will diffusely reflect light.
43. A kit according to claim 41 wherein the pigment is designated a "pigment white" in the Society of Dyers and Colourists *Colour Index*.
44. A kit according to claim 41 wherein the pigment comprises zinc oxide, lithopone, titanium dioxide, zinc sulfide, antimony oxide, zirconium oxide, barium sulfate, coprecipitated $3\text{BaSO}_4/\text{Al}(\text{OH})_3$, bismuth oxychloride or mixture thereof.
45. A kit according to claim 41 wherein the pigment comprises titanium dioxide in its rutile form.
46. A kit according to claim 41 wherein the pigment comprises ultrafine zinc oxide.
47. A kit according to claim 41 wherein the pigment comprises an organic particle dispersion.
48. A kit according to claim 41 wherein the film former is water-soluble or water-dispersible.

49. A kit according to claim 41 wherein the film former comprises a water-soluble or water-dispersible acid-containing polymer crosslinked using a transition metal, alkaline earth metal, alkali metal or mixture thereof.
50. A kit according to claim 49 wherein the transition metal comprises zinc and the
5 polymer is acrylic.
51. A kit according to claim 41 wherein the film former comprises a radiation-curable polyurethane, polyurethane dispersion, multipart polyurethane or latent one part polyurethane composition containing a blocked isocyanate.
52. A kit according to claim 41 wherein a mixture of the film former and pigment coated
10 at a $50 \text{ m}^2/\text{liter}$ coating rate atop patterned vinyl composition floor tiles and evaluated using the L^*a^*b color space has a lightness value L greater than that obtained in the absence of the pigment and less than about 60.
53. A kit according to claim 52 wherein the coated mixture when hardened imparts to the floor tiles a cleaner appearance but permits the pattern to be clearly discerned under normal
15 daytime illumination by an observer standing on the floor tiles.
54. A kit according to claim 52 wherein the ratio calculated by dividing the lightness value L by the Hiding Power is above about 30, with Hiding Power being determined using a Form 24B Gray Scale chart coated with a 0.015 mm thick layer of hardened finish and measuring the first gray scale bar that can be clearly differentiated from a white background
20 by an observer located three meters from the coated gray scale chart.
55. A kit according to claim 54 wherein the ratio is above about 35.
56. A kit according to claim 41 comprising an undercoat and topcoat having different compositions.
57. A kit according to claim 56 wherein at least the undercoat comprises the pigment.